



## **Why should Nepal Telecom use PayBill platform?**

- 1. Nepal Telecom gets this multi-million dollar platform free of cost**
- 2. Nepal Telecom customer gets easy, simple & secure system to pay their utility payments in real time, anywhere, anytime**
- 3. PayBill can recharge prepaid, fixed IN customers on demand in real time in all 75 districts where GSM & CDMA coverage available**
- 4. Customer gets full mobility of service so they can use this service anytime, anywhere**
- 5. Nepal Telecom saves thousands of man hours using PayBill platforms**

**Cont.....**



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**6. Nepal Telecom saves millions of rupees**

- **Hard copy of prepaid card not required**
- **Handling, storing and distribution of plastic cards is not necessary**

**7. PayBill generates millions of rupees to Nepal Telecom**

- **Generates 3 SMS on every transaction (request, verification and conformation)**



## **Benefits delivered to Nepal Telecom Customers by PayBill**

1. Easy, simple and secure mode of bill payment
2. No need to bring exact change for the monthly bill
3. No need to stand endlessly in line or look for payment counter



## **Facts & Figures:**

**Every PayBill transaction generates 3 SMS revenue for Nepal Telecom**

**Nepal Telecom Customer: (According to NTA)**

<b>Prepaid mobile user</b>	<b>: 7.50 Lakhs</b>
<b>Post Paid mobile user</b>	<b>: 1.50 Lakhs</b>
<b>Land Line</b>	<b>: 2.50 Lakhs</b>
<b>CDMA</b>	<b>: 1.00 Lakhs</b>

**Prepaid:**

**Total customer 7.50 Lakhs**

**In average one prepaid mobile user recharge 3 times in month.**

**Every recharge transaction generates 3 SMS.**

**One customer generates 3 SMS x 3 times = 9 SMS per month**

**Monthly revenue generated by PayBill**  
**9 SMS x Rs 1.00**

**RS 9.00 /customer**



## **Facts & Figures:**

**Total prepaid mobile users 7.50 lakhs**

**1. PayBill First Year Targets at least 20%**

**20 % of total prepaid mobile user: 150,000 customers x Rs 9.00**

**Monthly Additional revenue from SMS Rs 1,350,000.00**

**150,000 x Rs 9.00**

**Yearly SMS revenue: 12 months x Rs 1,350,000.00 Rs 16,200,000.00**

**2. If NT pays Rs 2.00 per Traditional plastic recharge card.**

**150,000 x 3 times monthly x Rs 2.00**

**Monthly Additional saving = Rs 900,000.00**

**Yearly additional savings: 12 months x Rs 900,000.00 Rs 10,800,000.00**

**Total revenue saving & generating from prepaid user: Rs 27,000,000.00**



## **Facts & Figures:**

### **3. Total post paid mobile users: 1.6 lakhs**

**PayBill First Year Targets at least 20%**

**Every customer will generate 3 SMS x Rs 1.00= Rs 3.00**

**Every customer will pay 1 time a month.**

**20% of total postpaid mobile users: 32,000 x Rs 3.00 x 1 time**

**Monthly Additional revenue from SMS = Rs 96,000.00**

**Yearly SMS revenue generating from Post paid users: Rs 1,152,000.00**  
**12 months x Rs 96,000.00**



## **Facts & Figures:**

### **4. Total fixed phone line users: 2.5 lakhs**

**PayBill First Year Targets at least 20%**

**Every customer will generate 3 SMS x Rs 1.00 = Rs 3.00**

**Every customer will pay once a month**

**20% of total users: 50,000 x Rs 3.00 x 1 time**

**Monthly additional revenue = Rs 150,000.00**

**Total yearly revenue generating from fixed line users Rs 1,800,000.00**

**Yearly: 12 months x Rs 150,000.00**



## Facts & Figures:

**5. Total CDMA phone line users: 1.0 lakhs**

**PayBill First Year Targets at least 20%**

**Every customer will generate 3 SMS x Rs 1.00 = Rs 3.00**

**Every customer will recharge 2 times x Rs.3.00= Rs 6.00**

**20% of total users: 20,000 x Rs 6.00**

**Monthly additional revenue Rs 120,000.00**

**Total yearly revenue generating from CDMA line users Rs 1,440,000.00**

**Yearly: 12 months x Rs 120,000.00**





## **Facts & Figures :**

### **Total Yearly revenue saving & generation by PayBill: (Considering 20% of total customers)**

- 1. Total revenue saving & generation from Prepaid user: Rs 27,000,000.00**
  - 2. Total yearly revenue generation from Post paid users: Rs 1,152,000.00**
  - 3. Total yearly revenue generation from Fixed line users: Rs 1,800,000.00**
  - 4. Total yearly revenue generation from CDMA line users: Rs 1,440,000.00**
- Total revenue saving & generation by PayBill: Rs 31,392,000.00**



# PayBill

easy, simple & secure sms payment

Thank You.